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Cut Flowers

PRODUCTION AND SALES, 1957
INTENTIONS FOR 1958 IN 10
SELECTED STATES

- CARNATIONS
- CHRYSANTHEMUMS
- GLADIOLUS
- ROSES

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Crop Reporting Board
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This report summarizes the findings on a 10-State survey conducted in California, Colorado, Florida, Illinois, Iowa, Michigan, Ohio, Oregon, New York, and Texas. This is the second report published by the Crop Reporting Board covering the cut flower industry. The first "pilot" survey conducted in 1957 covered the States of California, Colorado, Florida, Illinois, and Iowa. These States were again surveyed in 1958 while production and sales data for Michigan, Ohio, Oregon, New York, and Texas were collected for the first time. Size classification information for the new States is published on pages 14-15. The first report entitled "Cut Flowers" was issued July 1957 under SpCr 6-1(57).

CUT FLOWERS - PRODUCTION AND SALES 1957 AND INTENTIONS FOR 1958 IN 10 SELECTED STATES

Commercial cut flower production is an important segment of agriculture, as indicated by reports received by the Crop Reporting Board of the U. S. Department of Agriculture covering the sales of carnations, chrysanthemums, gladiolus and roses grown in 10 selected States. Sales of these four cut flowers by 2,786 commercial growers in California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon, and Texas had a wholesale value of \$58 million in 1957. Additional income was realized by growers who had marketing facilities, and by growers performing additional services. The \$58 million received in 1957 was 29 percent above the 1949 value reported by the 1950 Census of Agriculture. While some of the larger value was due to higher prices, most of the increase since 1949 was due to the increased production of flowers.

According to the Census of Agriculture for 1950, these four cut flowers in the United States accounted for 44 percent of the wholesale value of all cut flowers, flowering, foliage and bedding plants produced in 1949. The 10 States covered in the survey of 1957 accounted for 54 percent of the U. S. value of four selected cut flowers in 1949 and 24 percent of the total value of all cut flowers, flowering, foliage and bedding plants.

The wholesale value of sales by growers of the four cut flowers in Florida was \$14.4 million in 1957. California reported sales of \$14.1 million; Illinois, \$7.7 million; New York, \$7.0 million; Colorado, \$5.8 million; Ohio, \$4.8 million; Michigan, \$2.3 million; and Iowa, Oregon, and Texas, each reported less than \$1 million.

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produced and sold \$1,000 or more of cut flowers, flowering and bedding plants in 1956. Only commercial producers having one or more of the four cut flowers surveyed were included in this report. Reports were received from 86 percent of the commercial growers in the 10 States and these growers had about 98 percent of the sales shown in this report. Non-reporting establishments were small growers who had an estimated 2 percent of the total sales.

Table 1:--Carnations, Chrysanthemums, Gladiolus and Roses: Number of commercial growers and gross wholesale value of sales in 1957, in 10 selected States

State	Commercial growers	Carnations	Chrysanthemums		Gladiolus	Roses	Total
			Standard	Pompon			
	Number	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
California....	430	4,816	2,867	1,107	1,166	4,180	14,136
Colorado.....	140	5,094	100	238	53	334	5,819
Florida.....	93	1/	139	5,232	9,059	2/	14,430
Illinois.....	409	1,412	1,167	1,078	294	3,703	7,654
Iowa.....	121	293	99	172	57	326	947
Michigan.....	341	404	289	474	72	1,099	2,338
New York:							
Long Island.	161	1,234	319	350	43	992	2,938
Upstate.....	414	621	653	734	368	1,733	4,109
Ohio.....	523	1,528	979	894	281	1,085	4,767
Oregon.....	90	122	36	78	58	372	666
Texas.....	64	20	151	48	36	2/	255
Total.....	2,786	15,544	6,799	10,405	11,487	13,824	58,059

1/ No commercial production. 2/ Not published to avoid disclosure of individual operations.

In California, the value of sales for four major cut flowers surveyed in 1957 was 6 percent above 1956, and over twice as large as similar data collected for 1949 by the Bureau of the Census during the Agricultural Census of 1950. The sharp increase since 1949 resulted largely from increased production of carnations and standard chrysanthemums. The increase from 1956 to 1957 resulted from greater production of carnations and standard chrysanthemums, and somewhat more favorable prices to growers than in 1956 for these two flowers. For 1958, carnations and chrysanthemum producers in California reported intentions to increase plantings moderately above 1957. Gladiolus and rose growers reported intentions about the same as 1957.

(Continued on last page)

Table 2.--Carnations: Number of producers, sales, price, and wholesale value, 1957, and plants in production 1957 and indicated 1958, in 9 selected States

State	Producers	Blooms sold		Type of sale		Price per bloom		Plants in production		
		Number	Whole-sale value ^{1/}	Whole-sale	Retail	Whole-sale	Retail	1957	Indicated 1958	1958 as percent of 1957
	No.	Thou.	\$1,000	Pct.	Pct.	Cts.	Cts.	Thou.	Thou.	Pct.
California.....	153	102,468	4,816	100	0	4.7	2/	9,300	10,005	108
Colorado.....	122	58,553	5,094	99	1	8.7	2/	6,264	6,610	106
Illinois.....	212	20,169	1,412	88	12	7.0	17.3	2,394	2,794	117
Iowa.....	76	3,114	293	39	61	9.4	24.3	365	380	104
Michigan.....	167	4,811	404	66	34	8.4	19.1	509	543	107
New York:										
Long Island..	89	18,421	1,234	95	5	6.7	2/	3,266	3,262	100
Upstate.....	207	8,390	621	77	23	7.4	17.6	1,113	1,197	108
Ohio.....	308	17,171	1,528	78	22	8.9	17.3	2,063	2,120	103
Oregon.....	36	1,526	122	52	48	8.0	17.4	223	218	98
Texas.....	12	151	20	11	89	13.4	27.0	21	21	100
9 States 3/..	1,382	234,774	15,544	94	6	6.6	2/	25,518	27,150	106

^{1/} Equivalent wholesale value for all sales.

^{2/} Not sufficient data.

^{3/} Florida--no commercial production.

Table 3.--Carnations: Number of producers, sales, wholesale value, and plants in production, 1956 and 1957, in 4 selected States

State	Producers		Blooms sold		Value of sales at wholesale		Plants in production	
	1956	1957	1956	1957	1956	1957	1956	1957
	No.	No.	Thou.	Thou.	\$1,000	\$1,000	Thou.	Thou.
California.....	157	153	99,950	102,468	4,198	4,816	9,264	9,300
Colorado.....	114	122	53,811	58,553	4,735	5,094	5,875	6,264
Illinois.....	222	212	22,660	20,169	1,586	1,412	2,523	2,394
Iowa.....	77	76	3,630	3,114	334	293	394	365
4 States.....	571	563	180,051	184,304	10,853	11,615	18,056	18,323

C A R N A T I O N S

About 235 million carnation blooms were sold in 1957 by growers in California, Colorado, Illinois, Iowa, Michigan, Ohio, Oregon, New York, and Texas. This volume was about double the 129 million sold by growers in these States in 1949, as reported by the Agricultural Census of 1950. California and Colorado accounted for most of the increase. In 1949, these nine States accounted for about one-half of the Nation's production of carnations.

In 1957, the value of sales made by the 1,382 commercial growers in these States amounted to \$15.5 million. Growers in Colorado and California received about two-thirds of the value of sales and accounted for about 68 percent of the sales of blooms in these States.

Average sales per producer varied from 12,600 flowers in Texas to 480,000 in Colorado and 670,000 in California. Sales per producer for these States averaged 170,000 blooms. Sales per plant in production during 1957 varied from 5.6 blooms on Long Island, New York to 11.0 in California and averaged 9.2 for the nine States.

Producers in these States reported about 94 percent of their sales at wholesale and 6 percent at retail. The proportion of sales at wholesale varied from 11 percent in Texas to 100 percent in California. The average wholesale price per bloom was 6.6 cents. However, there was considerable variation between States; namely, 4.7 cents per bloom in California, 6.7 cents on Long Island, New York, 7.0 cents in Illinois, 8.7 cents in Colorado, 8.9 cents in Ohio, and 13.4 cents for limited sales in Texas.

For 1958, carnation producers in the nine States reported a 6 percent increase in intentions over 1957 for the number of plants in production. Illinois indicated a 17 percent increase over last year; California an 8 percent increase; Colorado, 6 percent; and Ohio, 3 percent. Long Island, New York reported no change in the number of plants they intended to have in production for 1958.

In the four States, California, Colorado, Iowa, and Illinois, having comparable sales data for both 1956 and 1957, commercial growers reported carnation sales at \$11,615,000 for 1957--up 7 percent from 1956. California and Colorado showed substantial increases in dollar sales during 1957, while Illinois and Iowa reported decreases. The 184 million blooms sold during 1957 were 2 percent above 1956 sales. Colorado showed an increase in the number of producers, while Illinois, California, and Iowa reported small to moderate declines.

Average sales per producer in these States increased from approximately 315,000 blooms in 1956 to 327,000 blooms in 1957. The average wholesale price for the four States increased from 6.0 cents in 1956 to 6.3 cents in 1957. Average sales per plant in production were 10.0 blooms in both years.

The number of plants in production in the four States increased about 1 percent from 1956 to 1957. A year ago, producers in these States reported intentions to increase 1957 plantings about 5 percent. By States, Colorado increased carnation plantings 7 percent from 1956 to 1957; California was up fractionally; Illinois was down 5 percent; and Iowa was down 7 percent.

Table 4.--Standard Chrysanthemums: Number of producers, sales, price, and wholesale value, 1957, and plants in production 1957 and indicated 1958, in 10 selected States

State	Producers	Blooms sold		Type of sale		Price per bloom		Plants in production		
		Number	Whole-sale value 1/	Whole-sale	Retail	Whole-sale	Retail	1957	Indicated 1958	1958 as percent of 1957
	No.	Thou.	\$1,000	Pct.	Pct.	Cts.	Cts.	Thou.	Thou.	Pct.
California.....	150	25,598	2,867	100	0	11.2	2/	12,171	12,729	105
Colorado.....	30	384	100	94	6	26.0	45.0	363	575	158
Florida.....	15	754	139	100	0	18.4	2/	578	631	109
Illinois.....	291	5,280	1,167	84	16	22.1	42.0	4,792	5,261	110
Iowa.....	97	411	99	52	48	24.0	49.0	247	253	102
Michigan.....	227	1,166	289	63	37	24.8	42.0	774	830	107
New York:										
Long Island..	90	1,350	319	89	11	23.6	40.0	816	850	104
Upstate.....	317	2,803	653	81	19	23.3	42.0	2,228	2,476	111
Ohio.....	417	4,256	979	78	22	23.0	40.0	3,344	3,405	102
Oregon.....	43	195	36	78	22	18.3	37.0	126	138	110
Texas.....	50	642	151	85	15	23.5	40.0	681	773	114
10 States....	1,727	42,839	6,799	92	8	15.9	2/	26,120	27,921	107

1/ Equivalent wholesale value for all sales.

2/ Not sufficient data.

Table 5.--Standard Chrysanthemums: Number of producers, sales, wholesale value, and plants in production, 1956 and 1957, in 5 selected States

State	Producers		Blooms sold		Value of sales at wholesale		Plants in production	
	1956	1957	1956	1957	1956	1957	1956	1957
	No.	No.	Thou.	Thou.	\$1,000	\$1,000	Thou.	Thou.
California.....	158	150	24,266	25,598	2,499	2,867	12,521	12,171
Colorado.....	32	30	434	384	96	100	328	363
Florida.....	15	15	1,223	754	205	139	819	578
Illinois.....	295	291	5,170	5,280	1,060	1,167	4,202	4,792
Iowa.....	94	97	370	411	99	99	226	247
5 States.....	594	583	31,463	32,427	3,959	4,372	18,096	18,151

STANDARD CHRYSANTHEMUMS

The 1957 wholesale value of sales of standard chrysanthemum flowers was reported at nearly the \$3 million mark in California and above \$1 million in Illinois. In the 10-State survey (California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon, and Texas) the 1,727 commercial producers had sales at \$6.8 million in 1957. California had about 40 percent of the total value of sales reported in these States, and Illinois, Ohio, and New York had about 15 percent each. Most of the standard chrysanthemum crop is grown outside or under shade in California and Florida while in the other eight States, the bulk is grown under glass.

Sales of standard chrysanthemum flowers in the 10 States about doubled in the past 8 years--43 million in 1957 against 22 million reported in 1949 by the Agricultural Census of 1950. Large increases, since 1949, occurred in California, Illinois, and Ohio while New York showed a decline. In 1949, these States accounted for about 55 percent of the United States total production.

For 1958, standard chrysanthemum growers in these States reported a 7 percent increase in intentions over 1957 for the number of plants in production. All States indicated small to moderate increases for 1958 plantings.

California marketed 26 million blooms in 1957 or about 60 percent of the number reported in the 10 States. Average sales per producer during 1957 ranged from about 4,200 blooms in Iowa to 171,000 blooms in California. Sales per plant in production during 1957 ranged from 0.9 bloom in Texas to 2.1 blooms in California. Many growers disbud to one flower per plant, while other growers market two and sometimes three flowers per plant. Except for States having a small production, chrysanthemum flowers are grown almost entirely for wholesale sales. The proportion of sales at wholesale varied from a low of 52 percent in Iowa to 100 percent in California. The wholesale price per bloom ranged from 11.2 cents per bloom in California to 26.0 cents for limited sales in Colorado and averaged 15.9 cents for the 10 States.

In the five States, California, Colorado, Florida, Illinois, and Iowa, having comparable sales data for both 1956 and 1957, commercial producers reported standard chrysanthemum sales at \$4,372,000 for 1957--up 10 percent from 1956. California reported a substantial increase in dollar sales during 1957, and Illinois reported a moderate increase. Florida reported a substantial reduction in sales as growers reduced their plantings of standard chrysanthemums. The 32.4 million blooms sold in these five States during 1957 was up 3 percent from 1956. However, the number of producers having standard chrysanthemums was down 2 percent. Declines in the number of growers in California, Colorado and Illinois more than offset an increase in Iowa. Florida reported no change in the number of growers.

The average wholesale price for the five States increased from 12.6 cents in 1956 to 13.5 cents in 1957. Sales per plant in production increased from 1.7 blooms in 1956 to 1.8 blooms in 1957.

The number of plants in production in 1957 in the five States increased fractionally from 1956. Growers in Colorado, Illinois and Iowa reported an increase, while growers in California and Florida reported a decrease in the number of plants in production. A year ago, producers in these States reported intentions to increase 1957 plantings about 2 percent.

Table 6.--Pompon Chrysanthemums: Number of producers, sales, price, and wholesale value, 1957, and plants in production 1957 and indicated 1958, in 10 selected States

Sale	Producers	Bunches sold		Type of sale		Price per bunch		Plants in production		
		Number	Whole-sale value 1/	Whole-sale	Retail	Whole-sale	Retail	1957	Indicated 1958	1958 as percent of 1957
	No.	Thou.	\$1,000	Pct.	Pct.	Dol.	Dol.	Thou.	Thou.	Pct.
California.....	205	2,912	1,107	99	1	0.38	2/	8,813	9,242	105
Colorado.....	36	207	238	94	6	1.15	2.15	746	686	92
Florida.....	44	7,474	5,232	95	5	.70	2/	22,144	26,250	119
Illinois.....	285	1,147	1,078	79	21	.94	1.70	4,468	4,553	102
Iowa.....	105	164	172	48	52	1.05	2.50	461	480	104
Michigan.....	249	558	474	62	38	.85	1.80	1,685	1,658	98
New York:										
Long Island...	111	531	350	87	13	.66	1.50	1,437	1,352	94
Upstate.....	353	816	734	70	30	.90	1.90	2,651	2,518	95
Ohio.....	417	1,004	894	75	25	.89	1.70	2,843	3,022	106
Oregon.....	61	108	78	80	20	.72	2.00	392	356	91
Texas.....	28	52	48	84	16	.93	2/	171	172	101
10 States.....	1,894	14,973	10,405	90	10	.69	2/	45,811	50,289	110

1/ Equivalent wholesale value for all sales.

2/ Not sufficient data.

Table 7.--Pompon Chrysanthemums: Number of producers, sales, wholesale value, and plants in production, 1956 and 1957, in 5 selected States

State	Producers		Bunches sold		Value of sales at wholesale		Plants in production	
	1956	1957	1956	1957	1956	1957	1956	1957
	No.	No.	Thou.	Thou.	\$1,000	\$1,000	Thou.	Thou.
California.....	208	205	3,680	2,912	1,218	1,107	10,224	8,813
Colorado.....	38	36	203	207	234	238	746	746
Florida.....	45	44	5,277	7,474	3,937	5,232	14,504	22,144
Illinois.....	298	285	1,236	1,147	1,025	1,078	4,224	4,468
Iowa.....	111	105	181	164	195	172	467	461
5 States.....	700	675	10,577	11,904	6,609	7,827	30,165	36,632

P O M P O N C H R Y S A N T H E M U M S

Production of pompon chrysanthemums is centered in Florida, but is also an important source of income in California, New York, Illinois, and Ohio. In the 10-State survey (California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon and Texas) the 1,894 commercial producers reported sales at \$10.4 million. Florida accounted for 50 percent of this total. The value of sales in California, New York, Illinois and Ohio ranged from 9 to 11 percent of the 10-State total. Because of the phenomenal increase in pompon production in Florida since 1949, the 15 million bunches sold in these States in 1957 were more than double the amount sold in 1949, as reported by the 1950 Census of Agriculture. Increased sales were also recorded for California and Illinois, while declines were reported for New York, Ohio, and Michigan. In 1949, these States accounted for about one-half of the national production of pompon chrysanthemums.

For 1958, pompon chrysanthemum growers in the 10 States reported a 10 percent increase in intentions over 1957 for the number of plants in production. Florida indicated a substantial increase over last year. However, serious winter freezes in that State had caused a partial loss of some plantings. Growers in California, Illinois, and Ohio reported increases for intentions, while reductions were indicated for Michigan and New York.

In 1957, Florida marketed 7.5 million bunches and California, 2.9 million. Average sales per producer ranged from about 1,560 bunches in Iowa to 170,000 bunches in Florida. The number of plants required to market one bunch of pompons varied from 2.7 on Long Island, New York to 3.9 in Illinois, and averaged 3.1 for the 10 States.

Growers in Florida and California sold most of their pompons at wholesale, while in States having smaller production, some sales were at retail. The proportion of sales at wholesale varied from a low of about one-half in Iowa to practically all in California. The average wholesale price per bunch was 69 cents. Wholesale prices received by producers were 38 cents per bunch in California, 70 cents in Florida, 89 cents in Ohio, and 94 cents in Illinois.

In the five States, California, Colorado, Florida, Illinois, and Iowa, having comparable sales data for 1956 and 1957, commercial producers reported pompon chrysanthemum sales at \$7,827,000 for 1957--up 18 percent from 1956. Florida reported a substantial increase in dollar sales during 1957. Illinois and Colorado showed small increases, while declines were reported in California and Iowa. The 11.9 million bunches sold in these States during 1957 were 13 percent above 1956 sales. All States reported small to moderate reductions in the number of producers in 1957 with an overall reduction of about 4 percent from 1956.

In 1957, the average wholesale price in the five States was 66 cents, up 4 cents from 1956. The number of plants required to produce one bunch of pompons for market in these States in 1957 was 3.1 plants, an increase of approximately 0.2 plant from 1956.

The number of plants in production in 1957 in the five States increased 21 percent from 1956. Producers in Florida had a 53 percent increase in plantings from 1956 to 1957. Illinois producers increased their plantings 6 percent, while California producers reported a 14 percent reduction in plantings. A year ago, producers in these States reported intentions to increase 1957 plantings about 13 percent.

Table 8.--Gladiolus: Number of producers, sales, price, and wholesale value, 1957, and acres in production 1957 and indicated 1958, in 10 selected States

State	Producers	Dozen spikes sold		Type of sale		Price per dozen spikes		Acres in production		
		Number	Whole-sale value 1/	Whole-sale	Retail	Whole-sale	Retail	1957	Indi-cated 1958	1958 as percent of 1957
	No.	Thou.	\$1,000	Pct.	Pct.	Dol.	Dol.	Acres	Acres	Pct.
California.....	68	2,120	1,166	100	0	0.55	2/	594	600	101
Colorado.....	12	97	53	96	4	.55	2/	94	83	88
Florida.....	62	16,471	9,059	90	10	.55	2/	8,000	8,000	100
Illinois.....	92	818	294	98	2	.36	2/	745	717	96
Iowa.....	53	73	57	78	22	.78	2.20	68	81	119
Michigan.....	76	167	72	89	11	.43	1.35	174	206	118
New York:										
Long Island..	25	82	43	87	13	.53	1.60	40	42	105
Upstate.....	110	681	368	93	7	.54	1.20	472	466	99
Ohio.....	99	484	281	74	26	.58	1.25	430	434	101
Oregon.....	25	82	58	94	6	.71	1.50	114	103	90
Texas.....	24	41	36	84	16	.87	1.45	42	49	117
10 States....	646	21,116	11,487	91	9	.54	2/	10,773	10,781	100

1/ Equivalent wholesale value for all sales.

2/ Not sufficient data.

Table 9.--Gladiolus: Number of producers, sales, wholesale value, and acres in production, 1956 and 1957, in 5 selected States

State	Producers		Dozen spikes sold		Value of sales at wholesale		Acres in production	
	1956	1957	1956	1957	1956	1957	1956	1957
	No.	No.	Thou.	Thou.	\$1,000	\$1,000	Acres	Acres
California.....	76	68	2,308	2,120	1,249	1,166	660	594
Colorado.....	11	12	43	97	24	53	25	94
Florida.....	72	62	14,560	16,471	7,775	9,059	8,000	8,000
Illinois.....	109	92	973	818	330	294	657	745
Iowa.....	65	53	74	73	52	57	58	68
5 States.....	333	287	17,958	19,579	9,430	10,629	9,400	9,501

GLADIOLUS

Production of gladiolus for cut flowers is a highly commercialized industry in a number of States and ranks high as a source of income to growers in Florida, California, and New York. A survey of the crop in 10 States (California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon, and Texas) discloses that sales made by the 646 commercial growers in these States in 1957 had a wholesale value of \$11.5 million. This is an average of nearly \$18,000 per grower. These same growers reported that they merchandized 21.1 million dozen (253 million) spikes. At the reported value, they received an average of approximately 54 cents per dozen spikes wholesale. According to the Agricultural Census of 1950, these 10 States accounted for about three-fourths of the national production of gladiolus in 1949. Since 1949, the value of sales in these States has increased 6 percent.

Average sales per producer varied from about 1,400 dozen spikes in Iowa to 266,000 dozen spikes in Florida. Sales per acre during 1957 ranged from about 720 dozen spikes in Oregon to 3,570 dozen spikes in California.

Producers in the 10 selected States reported that 91 percent of their sales were wholesale and 9 percent retail. The proportion of sales at wholesale ranged from 74 percent in Ohio to 100 percent in California. The average wholesale price per dozen spikes was 54 cents. Wholesale prices varied from 36 cents per dozen spikes in Illinois, to 55 cents in Florida and California, and 87 cents for limited sales in Texas.

For 1958, producers of gladiolus for cut flowers in the 10 States reported intentions to plant the same number of acres as were planted in 1957. Florida growers reported intentions to plant the same acreage in 1958 as reported for 1957. However, serious winter freezes in that State have caused partial loss of some acreage. Iowa, Michigan, and Texas indicated substantial increases over last year while California, Ohio, and Long Island, New York indicated small to moderate increases. Producers in Colorado, Illinois, Oregon, and Upstate New York reported intentions to reduce plantings below 1957.

In the five States, California, Colorado, Florida, Illinois, and Iowa, having comparable sales data for both 1956 and 1957, commercial growers reported gladiolus sales at \$10,629,000 for 1957--up 13 percent from the \$9,430,000 in 1956. Florida and Colorado reported a substantial increase in dollar sales during 1957, and Iowa showed a small increase. California and Illinois reported decreases. The 19.6 million dozen spikes sold in these States during 1957 were 9 percent above the 1956 sales of 18.0 million dozen spikes even though the number of producers was down about 14 percent. All States, except Colorado, showed a reduction in number of producers from 1956 to 1957.

The average wholesale price for the five States increased slightly from 53 cents per dozen spikes in 1956 to 54 cents in 1957. Sales per acre in production increased from 1,910 dozen spikes in 1956 to 2,060 dozen spikes in 1957.

The number of acres in production in the five States increased about 1 percent from 1956 to 1957. A year ago, producers in these States reported intentions to increase 1957 plantings about 3 percent. In the important producing State of Florida, the acreage harvested in 1957 was unchanged from 1956 while California acreage was down 10 percent. For Colorado, Iowa, and Illinois, the acreage in production in 1957 was above the estimates for 1956.

Table 10.--Roses: Number of producers, sales, price, and wholesale value, 1957, and plants in production 1957 and indicated 1958, in 8 selected States

State	Producers	Blooms sold		Type of sale		Price per bloom		Plants in production		
		Number	Whole-sale value 1/	Whole-sale	Retail	Whole-sale	Retail	1957	Indi-cated 1958	1958 as percent of 1957
	No.	Thou.	\$1,000	Pct.	Pct.	Cts.	Cts.	Thou.	Thou.	Pct.
California.....	41	67,414	4,180	100	0	6.2	2/	2,693	2,729	101
Colorado.....	17	3,183	334	95	5	10.5	2/	186	159	85
Illinois.....	40	45,714	3,703	97	3	8.1	2/	2,142	2,122	99
Iowa.....	14	3,133	326	75	25	10.4	28.0	174	174	100
Michigan.....	21	11,335	1,099	98	2	9.7	2/	572	539	94
New York:										
Long Island..	13	11,402	992	97	3	8.7	2/	634	634	100
Upstate.....	29	18,842	1,733	97	3	9.2	2/	878	822	94
Ohio.....	35	11,426	1,085	79	21	9.5	22.9	538	549	102
Oregon.....	8	6,105	372	80	20	6.1	2/	249	249	100
8 States 3/..	218	178,554	13,824	96	4	7.7	2/	8,066	7,977	99

1/ Equivalent wholesale value for all sales.

2/ Not sufficient data.

3/ Florida and Texas - not published to avoid disclosure of individual operations.

Table 11.--Roses: Number of producers, sales, wholesale value, and plants in production 1956 and 1957, in 4 selected States

State	Producers		Blooms sold		Value of sales at wholesale		Plants in production	
	1956	1957	1956	1957	1956	1957	1956	1957
	No.	No.	Thou.	Thou.	\$1,000	\$1,000	Thou.	Thou.
California.....	44	41	67,450	67,414	4,114	4,180	2,651	2,693
Colorado.....	18	17	3,627	3,183	392	334	217	186
Illinois.....	44	40	52,550	45,714	3,889	3,703	2,248	2,142
Iowa.....	14	14	3,316	3,133	361	326	178	174
4 States.....	120	112	126,943	119,444	8,756	8,543	5,294	5,195

R O S E S

Rose flowers are produced by relatively few commercial growers but rank high as a source of income in California, Illinois, New York, Michigan, and Ohio. The 218 growers in the eight-State survey (California, Colorado, Illinois, Iowa, New York, Michigan, Ohio, and Oregon) reported value of sales of roses at \$13.8 million in 1957. The average value per grower was about \$63,000.

Blooms sold in 1957 were 179 million, a decline of 12 percent from 1949 as reported by the 1950 Census of Agriculture. Declines from 1949 in Illinois, New York, and Ohio more than offset the increase reported in California. In 1949, the eight States in the survey accounted for about one-half of the national production.

By States, California marketed over 67 million blooms in 1957, followed by Illinois with nearly 46 million; New York, over 30 million; Michigan and Ohio, each about 11 million; Oregon, 6 million; and Colorado and Iowa, each 3 million. Average sales per producer ranged from 187,000 blooms in Colorado to 1,644,000 in California. Sales per plant in production during 1957 ranged from 17.1 blooms in Colorado to 25.0 blooms in California, and averaged 22.1 in the eight States.

Producers in these States reported practically all of their sales at wholesale. The wholesale price per bloom averaged 7.7 cents, and varied from 6.1 cents in Oregon to 10.5 cents in Colorado.

For plants in production in 1958, rose growers in the eight States reported a small decrease in intentions from their 1957 operations. Decreases in Colorado, Illinois, Michigan, and Upstate New York just about offset the increases reported in California and Ohio.

In the four States, California, Colorado, Illinois, and Iowa, where comparable sales data for 1956 and 1957 are available, commercial growers reported rose sales at \$8,543,000 for 1957--down 2 percent from 1956. California reported a small increase in dollar sales during 1957, while Colorado, Illinois, and Iowa reported decreases. The 119.4 million blooms sold in these States during 1957 were down 6 percent from 1956 sales. All States, except, Iowa showed a reduction in number of producers from 1956 to 1957 with the number of producers for the four States down about 7 percent.

The average wholesale price per bloom for the four States increased from 6.9 cents in 1956 to 7.2 cents in 1957. Sales per plant in production declined from 24.0 blooms in 1956 to 23.0 blooms in 1957.

The number of plants in production in the four States decreased about 2 percent from 1956 to 1957. California reported a small increase from 1956; Colorado, Illinois and Iowa reported fewer plants in production. A year ago, producers in these States reported intentions to increase 1957 plants about 3 percent; however, this increase did not materialize.

Table 12.--Cut Flowers: Establishments and

Flowers and States	Producers classified by					
	Less than \$1,000		\$1,000 to \$4,999		\$5,000 to \$9,999	
	Establish- ments	Value of sales	Establish- ments	Value of sales	Establish- ments	Value of sales
	Percent	Percent	Percent	Percent	Percent	Percent
<u>Carnations:</u>						
Michigan.....	50.9	11.9	34.1	21.7	7.8	14.0
New York, Long Island.	14.6	.5	20.2	3.5	18.0	8.1
Upstate.....	41.5	4.9	37.2	21.3	10.6	14.3
Ohio.....	41.2	7.4	38.6	18.4	7.2	8.3
Oregon.....	55.6	8.0	33.3	22.4	3/ 11.1	3/ 69.6
Texas.....	50.0	9.7	50.0	90.3	---	---
<u>Standard Chrysanthemums:</u>						
Michigan.....	59.9	23.3	35.2	43.2	2.6	7.6
New York, Long Island.	38.9	6.6	44.4	32.0	6.7	10.9
Upstate.....	55.8	11.2	33.8	25.8	6.0	13.4
Ohio.....	51.3	11.9	38.1	32.4	6.7	18.7
Oregon.....	69.8	33.7	30.2	66.3	---	---
Texas.....	44.0	9.0	36.0	16.5	12.0	18.0
<u>Pompon Chrysanthemums:</u>						
Michigan.....	52.6	18.2	40.6	39.9	4.0	9.1
New York, Long Island.	27.9	6.3	51.4	37.7	16.2	30.4
Upstate.....	38.0	8.8	48.7	36.6	8.5	22.2
Ohio.....	49.2	14.4	40.8	39.7	6.2	14.8
Oregon.....	63.9	20.8	29.5	47.5	3/ 6.6	3/ 31.7
Texas.....	71.4	12.7	10.7	25.3	3/ 17.9	3/ 62.0
<u>Gladiolus:</u>						
Michigan.....	65.8	10.9	6/ 34.2	6/ 89.1	6/	6/
New York, Long Island.	52.0	3.0	5/ 48.0	5/ 97.0	5/	5/
Upstate.....	60.9	4.6	32.7	17.2	3/ 6.4	3/ 78.2
Ohio.....	68.7	8.1	27.3	12.0	---	---
Oregon.....	60.0	4.7	20.0	22.6	3/ 20.0	3/ 72.7
Texas.....	41.7	8.8	6/ 58.3	6/ 91.2	6/	6/
<u>Roses:</u>						
Michigan.....	42.9	.6	14.3	.7	3/ 19.0	3/ 5.9
New York, Long Island.	---	---	6/ 15.4	6/ 1.5	---	---
Upstate.....	27.6	7/	5/ 27.6	5/ 3.5	6/	6/
Ohio.....	14.3	7/	22.8	1.2	14.3	1.2
Oregon.....	8/	8/	8/	8/	8/	8/
Texas.....	8/	8/	8/	8/	8/	8/

1/ See 1957 report for California, Colorado, Florida, Illinois and Iowa.

2/ Sales of \$25,000 and more included with sales of \$15,000 to \$24,999.

3/ Sales of \$10,000 and more included with sales of \$5,000 to \$9,999.

4/ Sales of \$15,000 and more included with sales of \$10,000 to \$14,999.

sales, percentage by size of operation - 1957 1/

annual value of sales (1957)

\$10,000 to \$14,999		\$15,000 to \$24,999		\$25,000 to \$49,999		\$50,000 and over		Total	
Establish- ments	Value of sales	Establish- ments	Value of sales	Establish- ments	Value of sales	Establish- ments	Value of sales	Establish- ments	Value of sales
Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
3.6	12.2	<u>2/</u> 3.6	<u>2/</u> 40.2	<u>2/</u>	<u>2/</u>	<u>2/</u>	<u>2/</u>	100.0	100.0
12.4	10.4	16.8	23.9	13.5	29.7	4.5	23.9	100.0	100.0
4.4	16.6	4.4	20.9	1.9	22.0	---	---	100.0	100.0
3.6	8.3	5.5	24.3	2.6	18.2	1.3	15.1	100.0	100.0
<u>3/</u>	<u>3/</u>	---	---	<u>3/</u>	<u>3/</u>	<u>3/</u>	<u>3/</u>	100.0	100.0
---	---	---	---	---	---	---	---	100.0	100.0
<u>4/</u> 2.3	<u>4/</u> 25.9	<u>4/</u>	<u>4/</u>	---	---	---	---	100.0	100.0
3.3	9.9	<u>2/</u> 6.7	<u>2/</u> 40.6	<u>2/</u>	<u>2/</u>	---	---	100.0	100.0
1.3	5.4	1.3	11.2	<u>5/</u> 1.8	<u>5/</u> 33.0	<u>5/</u>	<u>5/</u>	100.0	100.0
2.2	9.3	.7	8.1	<u>5/</u> 1.0	<u>5/</u> 19.6	<u>5/</u>	<u>5/</u>	100.0	100.0
---	---	---	---	---	---	---	---	100.0	100.0
---	---	<u>2/</u> 8.0	<u>2/</u> 56.5	<u>2/</u>	<u>2/</u>	---	---	100.0	100.0
1.2	5.8	<u>2/</u> 1.6	<u>2/</u> 27.0	<u>2/</u>	<u>2/</u>	<u>2/</u>	<u>2/</u>	100.0	100.0
<u>4/</u> 4.5	<u>4/</u> 25.6	<u>4/</u>	<u>4/</u>	<u>4/</u>	<u>4/</u>	---	---	100.0	100.0
2.8	12.3	1.1	7.8	.9	12.3	---	---	100.0	100.0
1.7	10.7	<u>2/</u> 2.1	<u>2/</u> 20.4	<u>2/</u>	<u>2/</u>	---	---	100.0	100.0
<u>3/</u>	<u>3/</u>	---	---	---	---	---	---	100.0	100.0
<u>3/</u>	<u>3/</u>	---	---	---	---	---	---	100.0	100.0
<u>6/</u>	<u>6/</u>	<u>6/</u>	<u>6/</u>	---	---	---	---	100.0	100.0
<u>3/</u>	<u>3/</u>	---	---	---	---	---	---	100.0	100.0
<u>3/</u>	<u>3/</u>	---	---	---	---	<u>3/</u>	<u>3/</u>	100.0	100.0
---	---	<u>2/</u> 4.0	<u>2/</u> 79.9	<u>2/</u>	<u>2/</u>	<u>2/</u>	<u>2/</u>	100.0	100.0
<u>3/</u>	<u>3/</u>	---	---	---	---	---	---	100.0	100.0
<u>6/</u>	<u>6/</u>	---	---	---	---	---	---	100.0	100.0
<u>3/</u>	<u>3/</u>	<u>3/</u>	<u>3/</u>	<u>3/</u>	<u>3/</u>	23.8	92.8	100.0	100.0
<u>6/</u>	<u>6/</u>	---	---	23.1	11.0	61.5	87.5	100.0	100.0
<u>6/</u>	<u>6/</u>	<u>6/</u>	<u>6/</u>	20.7	10.0	24.1	86.5	100.0	100.0
14.3	5.4	<u>2/</u> 14.3	<u>2/</u> 11.6	<u>2/</u>	<u>2/</u>	20.0	80.6	100.0	100.0
<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>
<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>	<u>8/</u>

5/ Sales of \$50,000 and over included with sales of \$25,000 to \$49,999.

6/ Sales of \$5,000 and over included with sales of \$1,000 to \$4,999.

7/ Less than 0.05.

8/ Not sufficient data.

In Colorado, 1957 sales of four cut flowers were 6 percent above 1956 and 43 percent above similar data collected for 1949 during the Agricultural Census of 1950. The increase in sales from 1956 to 1957, and during the 8-year period from 1949 to 1957, resulted almost entirely from greater sales of carnations. For 1958, carnation producers in Colorado reported intentions to increase plantings moderately above 1957.

Florida chrysanthemum and gladiolus growers reported 1957 sales 21 percent above 1956 and over three-fourths above similar data collected for 1949 during the Agricultural Census of 1950. The large increase since 1949 resulted from a continued expansion in the gladiolus industry and a rapid development of the pompon chrysanthemum industry. Sales of gladiolus during 1957 showed a substantial increase over 1956. Growers also harvested a record crop of pompon chrysanthemums. For 1958, Florida growers reported intentions to increase plantings of pompon chrysanthemums. Gladiolus growers indicated no change in acreage from 1957 to 1958. However, the 1958 production of both chrysanthemums and gladiolus will be cut sharply in Florida as a result of serious winter freezes in that State.

Illinois cut flower producers reported that the value of 1957 sales of four major cut flowers was 3 percent below 1956, and about 10 percent below similar data reported for 1949 by the Bureau of Census. The decline since 1949 has resulted entirely from a reduction in rose production. The small reduction in sales from 1956 to 1957 resulted largely from reduced output of carnations, gladiolus and roses. For 1958, Illinois growers reported intentions to increase carnation and chrysanthemum plantings. Rose growers indicated about the same number of plants in production as in 1957.

In Iowa, the 1957 value of sales of the four major cut flowers surveyed were 9 percent below 1956 and about one-fourth below similar data collected for 1949 during the Agricultural Census of 1950.

Michigan cut flower producers reported the value of 1957 sales of four major cut flowers 14 percent below similar data for 1949 collected during the Agricultural Census of 1950. Declines were indicated for carnations, roses and pompon chrysanthemums. For 1958, Michigan growers reported intentions to increase plantings of carnations and standard chrysanthemums, but to reduce plantings of pompon chrysanthemums and roses.

In New York, the value of sales of four cut flowers surveyed was 10 percent below similar data for 1949. Long Island sales were down about 15 percent, while Upstate New York growers indicated sales down 6 percent. The decline since 1949 on Long Island was reported for each of the four cut flowers surveyed. In Upstate New York, the small decline since 1949 has resulted from a reduced output of roses. On Long Island, New York, growers reported intentions to increase plantings of standard chrysanthemums, while no change was indicated for carnations and roses. A reduction was indicated for pompon chrysanthemums. In Upstate New York, growers indicated increased plantings for standard chrysanthemums and carnations, but reductions for pompon chrysanthemums and roses.

Ohio flower producers reported 1957 value of sales of four cut flowers about 8 percent above the 1950 Census of Agriculture. A moderate increase since 1949 was indicated for most of the cut flowers included in the survey. For 1958, Ohio growers reported intentions to increase each of the cut flowers moderately over 1957 plantings.

In Oregon, the 1957 value of sales of four cut flowers was 20 percent below similar data collected for 1949 during the 1950 Census of Agriculture. The decline resulted largely from reduced sales of carnations and chrysanthemums. For 1958, Oregon growers reported intentions to reduce plantings of carnations from 1957, while rose plantings were indicated unchanged.

Texas flower growers reported 1957 value of sales of four major cut flowers only about one-half of 1949. Growers of gladiolus reported the greatest reduction in sales. For 1958, Texas growers have reported intentions to increase plantings of chrysanthemums.